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# ANNUAL REPORT

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*For the year to December 31st.*

1965

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MACLEAN-HUNTER  
PUBLISHING  
COMPANY  
LIMITED

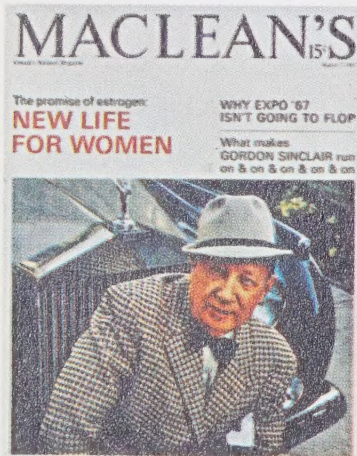
# Consumer Magazines

The existence of Maclean-Hunter's consumer magazines is a testament to the belief of the editors and publishers that there is a Canadian character; that Canada is a challenging and dynamic country in which to live and work; and that the function of national magazines is not only to reflect but to anticipate the mood and temper, the developments and trends, the drives and ambitions of this richly diverse nation.

The general magazines are Maclean's, circulation 568,000; Le Magazine Maclean, 163,000; Chatelaine, 865,000; Châtelaine, 218,000; Miss Chatelaine, 140,000.

The assignment of these magazines is to keep Canadians, coast to coast, informed and concerned about each other; to be entertaining, provocative, thoughtful.

The magazines are addressed to audiences of alert, questing citizens who have growing expectations for themselves, their children and their country.





# The Year 1965 At a Glance



	1965	1964	% Increase
Net sales	\$34,542,892	\$29,169,183	18.4
Net income — total	1,717,896	1,198,908	43.3
— per share	1.72	1.20	43.3
— percent of sales	5.0	4.1	22.0
Dividends			
On Class B Shares — total	405,325	...	..
— per share	81c	...	..
On Common Shares — total	450,000	...	..
— per share	90c	...	..
Total dividends paid	855,325	890,000	
Working capital	3,388,986	3,124,487	8.5
Investments — at cost	1,266,068	791,643	59.9
Properties — at cost less depreciation	6,553,111	6,781,122	(3.4)
Publishing rights and goodwill	566,557	...	..
Unearned revenue	5,685,506	4,902,087	16.0
Long term loans	421,000	441,771	(4.7)
Shareholders' equity	5,668,216	5,353,394	5.9

# The President's Report to the Shareholders

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It is again my privilege to report the results of a year in which the company expanded and diversified along a broad front.

The consolidated financial statements incorporate the figures of this company and its three wholly-owned subsidiaries, Maclean-Hunter Publishing Corporation in Chicago, Maclean-Hunter Limited in London, England, and Design Craft Limited in Toronto.

As the affiliated companies listed on page 12 are 50% owned, their figures have not been consolidated but are shown as Investments in our statement of financial position.

Our consolidated net sales increased from \$29,169,000 in 1964 to \$34,543,000 in 1965. This is an increase of 18.4%.

Our net income, after taxes, increased from \$1.20 per share in 1964 to \$1.72 per share in 1965.

To further illuminate our financial position we are including in this report for the first time certain new tables: The Year 1965 at a Glance; Source and Application of Funds and a 10-Year Summary.

The gratifying improvement in the company's net income in 1965 can be attributed chiefly to two factors.

One was, of course, the generally high level of business activity in Canada, the United States and the United Kingdom.

Our sales and net income will always reflect major swings in business. In our experience to date, and in observation of the records of other periodical publishing houses, we have noted that the swings are usually somewhat more marked than the changes in the general level of business activity. We are hopeful that the broader diversification that the company has achieved, all within the field of communications, will modify this trend.

A second important factor in our improved earnings was that we are beginning now to reap a profit benefit from various new properties that we bought or established in recent years.

Our policy of expansion and diversification continues. In 1965 we began to publish the following publications in Canada:

Hebdo-Construction  
School Progress  
The Medical Post  
Le Bureau  
Canadian Pulp and Paper Industry

Decision was also made to publish L'Acheteur.

In the United Kingdom we made plans to start Modern Purchasing and the first issue will appear early in 1966.

We have announced the following new Industrial and Trade Shows:

Canadian Launderers & Dry Cleaners Show  
Drug, Variety & Confectionery Show  
Canadian Education Showplace  
How to Invest Show  
Process Equipment Show

and in the United Kingdom, the Ports & Terminals Exhibition.

We also purchased Design Craft Limited, Toronto.

Most, but not all, of these new enterprises are doing as well as, or better than, we expected. However, this does not mean that all are already showing a profit. It usually takes several years for a new publication to become profitable. Even when we buy an existing property, it frequently requires patient effort and further investment before it makes money. Our experience, however, would suggest that our earnings will benefit in the future from this planned expansion.

We have continued our efforts to diversify by expansion in the field of broadcasting. Subject to the recommendation of the Board of Broadcast Governors and the approval of the government, we have bought into the three companies which operate the following broadcasting stations:

(a) CKEY Radio, Toronto, owned by Shoreacres Broadcasting Company Limited. We are buying all the capital stock of this company. Government approval was given in March 1966.

(b) CFCN Radio and CFCN TV, Calgary. We are buying a controlling interest in the two companies which own the stations. This acquisition is scheduled to come before the hearing of the Board of Broadcast Governors at the end of April 1966 and the formal government decision should be known about mid-June.

A substantial minority share interest in both these Calgary stations will continue to be held by members of the family of founder H. Gordon Love, and present senior executives who will continue to be actively associated with the stations.

To the extent applicable, the earnings of these operations will be consolidated in our operating results for 1966.





Our publications continue to enjoy the ever-growing confidence and appreciation of readers and advertisers.

The circulation of our larger publications is now approximately as follows:

Maclean's Magazine	568,000
Le Magazine Maclean	163,000
Chatelaine (English edition)	865,000
Chatelaine (French edition)	218,000
Miss Chatelaine	140,000
The Financial Post	120,000

In addition, our business publications have a circulation of about 700,000. The significance of these publications is, of course, not to be judged as much by the size of their circulation as by the importance of their specialized service to the fields they serve and the magnitude of those fields in the Canadian economy.

In March, 1965, for the first time in the history of our company our shares were issued to the public and were listed on the Toronto, Montreal and Vancouver Stock Exchanges. The issue did not represent new financing by the company. Your management was gratified with the reception given to the issue, both by the investing public and by our own employees who subscribed to more shares than could be made available to them.

The present rate of dividends on the common shares is 20 cents per quarter and it is expected that subject to the factors usually considered at the time of declaration of dividends, this rate will continue throughout 1966.

Our full-time employees at the end of the year totalled 2,385 of whom 2,185 were in Canada. These figures do not include the employees of our associated companies.

The progress of the company in 1965 could not have been accomplished without the loyalty and unremitting efforts of our splendid group of employees.

To them, on behalf of management and I am sure also on behalf of our shareholders, I wish to extend my sincere thanks and appreciation. I am sure with their continued co-operation we can have another successful year in 1966.

DONALD F. HUNTER  
*President*





# Statement of Consolidated Income

For the year ended December 31, 1965  
(with comparative figures for the year 1964)

	1965	1964
Net sales	\$34,542,892	\$29,169,183
Profit from operations (after deducting depreciation of \$617,042 in 1965 and \$638,254 in 1964)	\$ 3,568,482	\$ 2,480,058
Add income from investments	77,065	63,906
	3,645,547	2,543,964
Deduct interest on long term debt	36,651	19,056
Profit before income taxes	3,608,896	2,524,908
Income taxes	1,891,000	1,326,000
Net income for the year	\$ 1,717,896	\$ 1,198,908

# Statement of Consolidated Retained Earnings

For the year ended December 31, 1965  
(with comparative figures for the year 1964)

	1965	1964
Balance, beginning of year	\$ 4,853,394	\$ 5,649,792
Add:		
Net income for the year	1,717,896	1,198,908
Capital gains on sale of securities	45,751	110,889
	6,617,041	6,959,589
Deduct:		
Dividends —		
On Class B shares (note 5):		
— \$.3045 per share in cash	152,200	
— \$.5065 per share in Class A shares, subsequently redeemed in cash	253,125	
	405,325	
On common shares:		
— \$.90 per share in cash	450,000	
	855,325	890,000
Tax paid on undistributed income	43,500	96,086
Provision for prior years' income taxes (note 3)	550,000	
Publishing rights acquired and written off		1,120,109
	1,448,825	2,106,195
Balance, end of year	\$ 5,168,216	\$ 4,853,394
See accompanying notes		

# Statement of Consolidated Source and Application of Funds



For the year ended December 31, 1965  
(with comparative figures at December 31, 1964)

	1965	1964
Source of funds:		
Operations —		
Net income for the year as shown on the statement of consolidated income	\$1,717,896	\$1,198,908
Depreciation deducted in arriving at net income, which does not involve an outlay of funds	617,042	638,254
Increase in unearned income	783,419	128,437
Total funds from operations	3,118,357	1,965,599
Proceeds from sale of investments	63,578	109,659
Long-term loan		441,771
	3,181,935	2,517,029
Application of funds:		
Purchase of properties (net)	389,031	312,604
Dividends paid	855,325	890,000
Tax paid on undistributed income	43,500	96,086
Investments in affiliated companies	492,252	271,511
Amounts paid for publishing rights and goodwill	566,557	1,120,109
Provision for prior years' income taxes (note 3)	550,000	
Reduction of long-term loans (net)	20,771	
	2,917,436	2,690,310
Increase (decrease) in funds	\$ 264,499	\$ (173,281)

Represented by a change in working capital as follows:

	December 31			
	1965	1964	Increase	Increase (decrease)
Current assets	\$7,969,455	\$5,947,728	\$2,021,727	\$ 92,363
Current liabilities	4,580,469	2,823,241	1,757,228	265,644
Working capital	\$3,388,986	\$3,124,487	\$ 264,499	\$ (173,281)

# Macleon-Hunter Publishing Company Limited

(Incorporated under the laws of Ontario)

## ASSETS

1965

1964

Current:		
Cash		\$ 168,323
Short-term securities at cost, which is equal to market value	\$ 1,493,437	600,000
Accounts receivable (less allowance for doubtful accounts)	4,590,859	3,419,730
Inventories at the lower of cost or market	1,139,195	1,096,810
Prepaid expenses	745,964	662,865
Total current assets	7,969,455	5,947,728
Investments — at cost:		
50% owned affiliated companies	1,162,391	670,139
Other	103,677	121,504
Total investments	1,266,068	791,643
Properties:		
Land at cost	627,285	601,968
Buildings and equipment at cost	17,318,140	16,768,622
Less accumulated depreciation	11,392,314	10,589,468
	5,925,826	6,179,154
Total properties	6,553,111	6,781,122
Publishing rights and goodwill (note 2)	566,557	
	\$16,355,191	\$13,520,493

On behalf of the Board:

*Donald F. Hunter*

DIRECTOR

*Edna L. Chalmer*

DIRECTOR





# Statement of Consolidated Financial Position

DECEMBER 31, 1965

(with comparative figures at December 31, 1964)

## LIABILITIES

1965

1964

### Current:

Bank overdraft and demand loan  
Accounts payable and accrued charges  
Income and other taxes payable (note 3)

\$ 770,200  
1,979,951  
1,830,318

\$ 1,651,640  
1,171,601

Total current liabilities

4,580,469

2,823,241

### Unearned revenue:

Portion of paid subscriptions unearned  
Other

5,210,742  
474,764  
5,685,506

4,674,180  
227,907  
4,902,087

Long-term loans due 1967-1971

421,000

441,771

### Shareholders' equity:

Capital (note 4) —

#### Authorized:

48,734,375 Class A 3% non-cumulative non-voting  
redeemable shares with a par value of  
20c each

500,000 Class B participating shares without  
par value

1,000,000 common shares without par value

#### Issued:

500,000 Class B shares }  
500,000 common shares }

500,000

500,000

Retained earnings (including tax paid undistributed  
income of \$24,273 in 1965)

5,168,216  
5,668,216

4,853,394  
5,353,394

\$16,355,191

\$13,520,493

## Auditors' Report

To the Shareholders of  
Maclean-Hunter Publishing Company Limited:

We have examined the statement of consolidated financial position of Maclean-Hunter Publishing Company Limited and its subsidiaries as at December 31, 1965, and the statements of consolidated income, retained earnings, and source and application of funds for the year ended on that date. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion the accompanying statement of consolidated financial position and statements of consolidated income, retained earnings, and source and application of funds present fairly the financial position of the companies as at December 31, 1965, and the results of their operations and source and application of their funds for the year ended on that date, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year, except for the change in accounting policy (with which we concur) as described in note 2 to the financial statements.

CLARKSON, GORDON & CO.

Chartered Accountants

February 15, 1966. Toronto, Canada,

# Notes to Consolidated Financial Statements

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December 31, 1965

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## 1. Consolidation:

The consolidated financial statements include the accounts of the three subsidiaries, Maclean-Hunter Publishing Corporation (U.S.), Maclean-Hunter Limited (U.K.) and Design Craft Limited (Canada). The latter company was acquired effective April 15, 1965; accordingly, the appropriate portion of its 1965 operating results and its financial position at November 30, 1965, its fiscal year-end, are included in the 1965 consolidated financial statements.

United States dollars are included at \$1 Canadian and Sterling at \$3 Canadian to the pound. If current rates of exchange had been used, no significant difference would have resulted.

## 2. Publishing rights and goodwill:

These assets consist of the cost of acquiring publication rights or goodwill in 1965, either by means of direct purchase or through the purchase of a controlling interest in companies owning these intangible assets.

The capitalization of these assets represents a change in accounting policy. In prior years, costs of publishing rights and goodwill acquired (\$1,120,109 in 1964) were written-off immediately on acquisition as a charge against consolidated retained earnings. This change in policy has no effect on the income reported by the company in the statement of consolidated income.

## 3. Income taxes:

The income tax authorities have indicated that they will issue assessments for tax and interest estimated at \$550,000 in respect of \$913,000 in amounts deducted in prior years as the cost of circulation lists acquired. The company has not admitted liability for additional tax and intends to appeal the assessments as it believes the amounts involved represent a proper business expense. However, provision has been made in the accounts by a charge against consolidated retained earnings and is included with the liability for income taxes payable.

## 4. Capital:

During 1965, 1,265,625 Class A shares with a par value of 20c each were issued as stock dividends on Class B shares and redeemed at par.

## 5. Dividends:

Dividends paid on Class B shares are equivalent to those paid on common shares after consideration of the special 15% tax paid on undistributed income by the company.

## 6. Commitments:

The company has agreed to purchase all the shares of Shoreacres Broadcasting Company Limited which operates radio station CKEY, Toronto, and a controlling interest in The Voice Of The Prairies Limited and CFCN Television Limited which operate CFCN Radio and TV, Calgary. These transactions are scheduled to close in 1966 and are subject to the recommendation of the Board of Broadcast Governors and approval of the Minister of Transport. No long-term financing will be necessary to make the payment required under these agreements.

## 7. Contingent liabilities:

- (a) As at December 31, 1965, there were pending against the Company lawsuits arising in the ordinary course of business. Management, based on opinion of counsel retained in these lawsuits, is of the opinion that recoveries, if any, by the plaintiffs will not be material and no provision for such has been made in the accounts.
- (b) The Company has guaranteed \$800,000 of affiliated companies' bank loans.





## Maclean-Hunter Publishing Company Limited, Toronto

Floyd S. Chalmers, LL.D.  
Donald F. Hunter  
J. Lindley Craig  
Ronald A. McEachern  
Donald G. Campbell  
George W. Gilmour  
Cyrille J. Laurin  
Edward Nymark  
F. Gerald Brander  
Murray R. Chipman  
Lloyd M. Hodgkinson  
W. Gill Bailey

Chairman of the Board  
President  
Executive Vice-President  
Executive Vice-President  
Vice-President, Broadcasting  
Vice-President, Business Publications  
Vice-President, The Financial Post Division  
Vice-President, Printing Division  
Director  
Director  
Director  
Secretary

## Maclean-Hunter Publishing Corporation, Chicago, Ill., U.S.A.

Donald F. Hunter  
Joseph J. O'Neill  
J. Lindley Craig  
George W. Gilmour  
Miss M. J. Sylvester

Chairman of the Board  
President and Treasurer  
Director  
Director  
Secretary

## Maclean-Hunter Limited, London, England

Ronald R. Barnes  
J. Lindley Craig  
T. R. Van Beek  
James H. Bedford  
R. H. Linton  
Miss M. Price

Chairman of the Board  
Deputy Chairman  
Managing Director  
Managing Director, Canadian Publications  
Director, Administration  
Secretary

## Design-Craft Limited, Toronto

J. Lindley Craig  
Norton J. Anderson  
George W. Rodda  
Donald G. Campbell  
Donald F. Hunter

Chairman of the Board  
President  
General Manager  
Secretary and Treasurer  
Director

# Ten-Year Summary

('000 omitted)

	1965	1964	1963	1962
Net sales	\$34,543	\$29,169	\$26,300	\$26,006
Less: Operating expenses excluding depreciation	\$30,317	\$26,006	\$24,023	\$24,128
Income taxes	\$ 1,891	\$ 1,326	\$ 830	\$ 576
Dividends on first preference shares	...	...	\$ 26	\$ 24
Net flow of funds from operations	\$ 2,335	\$ 1,837	\$ 1,421	\$ 1,278
Less: Depreciation	\$ 617	\$ 638	\$ 664	\$ 724
Net income	\$ 1,718	\$ 1,199	\$ 757	\$ 554
Dividends paid				
Common shares \$100 par value				
in cash	...	\$ 290	\$ 540	\$ 50
in preference shares	...	\$ 600	\$ 175	\$ 1,670
Class B participating shares without par value				
in cash	\$ 152	...	...	...
in preference shares	\$ 253	...	...	...
Common shares without par value				
in cash	\$ 450	...	...	...
Current assets	\$ 7,969	\$ 5,947	\$ 5,855	\$ 4,486
Less: Current liabilities	\$ 4,580	\$ 2,823	\$ 2,557	\$ 1,869
Working capital	\$ 3,389	\$ 3,124	\$ 3,298	\$ 2,617
Ratio of current assets to current liabilities	1.7	2.1	2.3	2.4
Total assets	\$16,355	\$13,520	\$13,481	\$12,562
Unearned revenue	\$ 5,686	\$ 4,902	\$ 4,774	\$ 4,419
Long term debt	\$ 421	\$ 442	...	...
Shareholders' equity	\$ 5,668	\$ 5,353	\$ 6,150	\$ 6,274
Other data, on a per share basis in dollars (1)				
Net flow of funds from operations	\$ 2.33	\$ 1.84	\$ 1.42	\$ 1.28
Net income	\$ 1.72	\$ 1.20	\$ 0.76	\$ 0.55
Dividends paid	\$ 0.90	\$ 0.89	\$ 0.71½	\$ 1.72
Net income as a percentage of net sales	5.0	4.1	2.9	2.1

(1) Assuming present capitalization of 1,000,000 shares (500,000 class B and 500,000 common) for all years.





1961	1960	1959	1958	1957	1956
------	------	------	------	------	------

\$25,855	\$24,454	\$22,492	\$19,837	\$18,872	\$18,051
\$24,301	\$22,474	\$20,310	\$18,518	\$17,452	\$16,137
\$ 431	\$ 653	\$ 726	\$ 289	\$ 394	\$ 684
\$ 24	\$ 24	\$ 24	\$ 24	\$ 24	\$ 24
\$ 1,099	\$ 1,303	\$ 1,432	\$ 1,006	\$ 1,002	\$ 1,206
\$ 725	\$ 777	\$ 784	\$ 749	\$ 569	\$ 478
\$ 374	\$ 526	\$ 648	\$ 257	\$ 433	\$ 728
...	...	...	...	...	...
\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40
...	...	...	...	...	...
...	...	...	...	...	...
...	...	...	...	...	...
\$ 4,487	\$ 3,730	\$ 3,636	\$ 2,848	\$ 3,916	\$ 3,567
\$ 1,901	\$ 1,846	\$ 2,327	\$ 2,087	\$ 1,617	\$ 1,571
\$ 2,586	\$ 1,884	\$ 1,309	\$ 761	\$ 2,299	\$ 1,996
2.4	2.0	1.6	1.4	2.4	2.3
\$12,916	\$11,916	\$12,156	\$11,197	\$ 9,739	\$ 9,070
\$ 3,718	\$ 3,101	\$ 2,730	\$ 2,363	\$ 2,340	\$ 2,103
...	...	\$ 600	\$ 800	...	...
\$ 7,297	\$ 6,969	\$ 6,498	\$ 5,947	\$ 5,782	\$ 5,395
\$ 1.10	\$ 1.30	\$ 1.43	\$ 1.01	\$ 1.00	\$ 1.21
\$ 0.37	\$ 0.53	\$ 0.65	\$ 0.26	\$ 0.43	\$ 0.73
\$ 0.04	\$ 0.04	\$ 0.04	\$ 0.04	\$ 0.04	\$ 0.04
1.5	2.2	2.9	1.3	2.3	4.0

# Affiliated Companies

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Greatlakes Broadcasting System Limited owns and operates Radio Station CFCO, Chatham, CFOR, Orillia, and CKCR and CKCR-FM in Kitchener/Waterloo. Maclean-Hunter owns 50 per cent of the common shares, 85 per cent of the outstanding debentures and 100 per cent of the preferred shares.

As this company is only 50 per cent owned no portion of its sales or earnings have been consolidated in the company's accounts.

CTV Atlantic Limited owns 55 per cent of the common stock of CJCH Limited, a broadcasting company in the City of Halifax which owns and operates a television station, CJCH-TV, plus several satellites and which also owns 50 per cent of Radio CJCH 920 Ltd. Maclean-Hunter owns 50 per cent of CTV Atlantic Limited. The other 50 per cent is owned by CTV Television Network Ltd.

## Affiliated Publishing Companies

**Tarifmedia S.A.**, Paris, France, publishers of Tarif Media.

**Media-Daten Verlagsgesellschaft mbH.** Frankfurt, Germany, publishers of Media-Daten.

**Dati e Tariffe Pubblicitarie S.p.A.**, Milan, Italy, publishers of Dati e Tariffe Pubblicitarie.

Maclean-Hunter owns 50 per cent of the above. The other 50 per cent is owned by Standard Rate & Data Service, Inc., Skokie, Ill.

As these companies are only 50 per cent owned and are still in the developmental stage, with no dividends having yet been received from them, no portion of their sales or earnings have been consolidated in the company's accounts.

## Proposed Broadcasting Properties

Shoreacres Broadcasting Company Limited owns and operates Radio Station 590 CKEY, Toronto. Maclean-Hunter has agreed to purchase all the shares in Shoreacres.

It is the intention to consolidate the figures of this company with those of Maclean-Hunter.

The Voice of the Prairies Limited owns and operates Radio Station 1060 CFCN, Calgary. CFCN Television Limited owns and operates CFCN-TV in Calgary and its satellites or re-broadcasting stations in Drumheller-Sand Hills, Banff, Brooks and Columbia Valley. Subject to the recommendation of the Board of Broadcast Governors and the approval of the Minister of Transport, Maclean-Hunter has purchased the controlling interest in these two companies.

It is the intention to consolidate the applicable portion of the figures of these two companies with those of Maclean-Hunter.



# Industrial and Trade Shows of Canada



Industrial and Trade Shows of Canada, a division of Maclean-Hunter, manages and produces 16 major national and international shows in varied fields of industry, ranging from industrial production equipment to grocery products. Most of these shows are held every other year.

These trade and industry shows provide a substantial boost to the Canadian economy by stimulating annual sales of many millions of dollars worth of equipment, machinery, goods and services.

Six shows in Toronto and Montreal in 1965 attracted attendance of more than 110,000 executives and industry buyers from all across Canada. Direct sales by exhibitors from these shows are estimated to exceed \$275 million. Eleven shows in 1966 will be attended by more than 125,000 buyers.

Growth in this Maclean-Hunter division has been both strong and rapid in the past five years. It is now Canada's largest professional show management organization.



CANADIAN  
EDUCATION  
SHOWPLACE



FALL  
HARDWARE  
SHOW



PLASTICS SHOW  
OF CANADA



HOW TO  
INVEST SHOW



TELEVISION-MUSIC  
SHOW  
incorporating  
Leisure Living Show



CANADIAN LAUNDERERS  
& DRY CLEANERS  
SHOW



MATERIALS  
HANDLING SHOW



SUPERMARKET  
SHOW



CANADIAN  
GRAPHIC ARTS  
SHOW



TRANSPORTATION  
SHOW



DRUG, VARIETY  
& CONFECTIONERY  
SHOW



PROCESS EQUIPMENT  
SHOW



MINING &  
METALLURGY  
SHOW



CONSTRUCTION &  
PUBLIC WORKS  
SHOW  
incorporating  
Municipal  
Equipment Show



CANADIAN  
PLANT ENGINEERING  
& MAINTENANCE SHOW



PRODUCTION  
SHOW '67

# The Financial Post

Canada's foremost publication for management people, professional men and investors, The Financial Post is designed to help readers in their business and personal lives by keeping them informed of what is happening in business, investments and public affairs in Canada. Each week it is read by more than 120,000 subscribers and newsstand buyers.

FP's coverage of stock and bond market activity in Canada is the most complete available. FP reports on new plants, expansion and new projects, alert businessmen to opportunities developing in many fields. Changes in interest rates, availability of money, trends in foreign markets, new areas of growth are pinpointed.

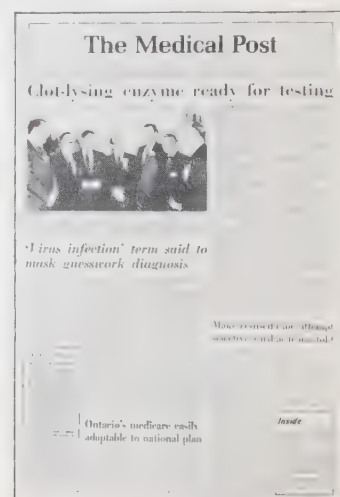
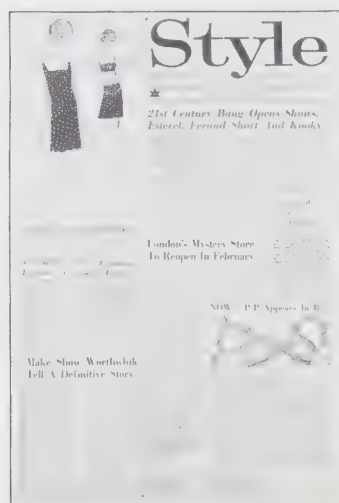
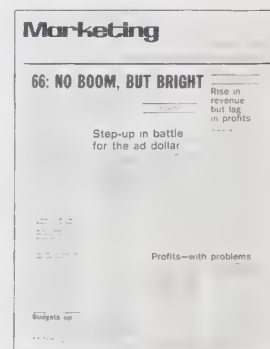
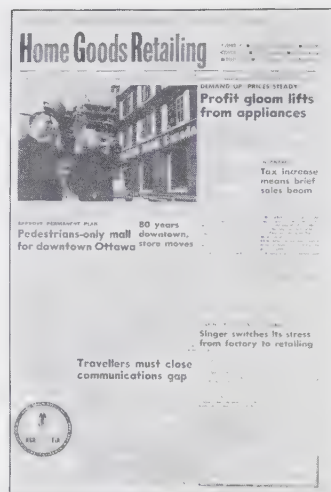
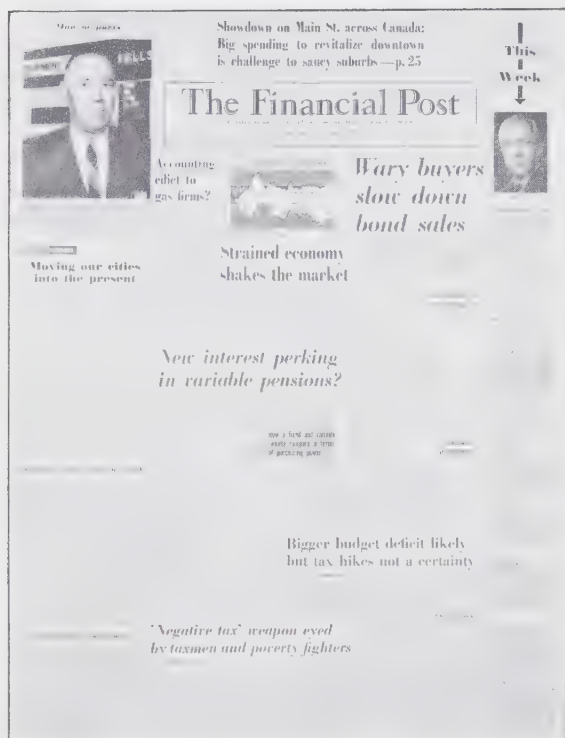
FP covers a wide range of government activity at all levels — municipal, provincial and federal — all across the country. It brings news about taxes, new legislation, and other developments that affect Canada's business and trade.

# Business Publications in Newspaper Format

Certain Maclean-Hunter business publications are published in tabloid newspaper format.

The publications do a comprehensive national and international newsgathering job and are staffed by trained journalists trained in modern techniques of news presentation. They are produced rapidly and printed on high-speed presses, reaching readers with minimum delay after closing.

They play an important role in the segment of the business world where immediacy in news coverage is vital to the success of that industry or profession.







The company's printing operations occupy 200,000 square feet of floor space in a modern building located on 23 acres of land at the intersection of the MacDonald-Cartier Freeway and Yonge Street in Metropolitan Toronto.

Maclean-Hunter publications published in Canada are produced here plus some \$2 million of printing for commercial customers.

The Printing Plant offers a wide variety in choice of equipment and is able to do highly specialized work; it is staffed by just under six hundred people. In 1965 over 5 billion pages were printed requiring about 16,000 tons of paper.

Letterpress and offset lithography are the major printing processes employed. These take many forms: sheet-fed and roll-fed; small size and large size; single color and multicolor; newsprint and fine paper; and including the popular trend to web offset printing. Thus, large circulation magazines, short run publications, newspapers, catalogues; and general commercial work are all produced on equipment specifically designed to obtain most effective operation. This is a distinct advantage and the results are reflected in reasonable costs for fast delivery of satisfactory work.

The printing presses are complemented by modern tape-operated typesetting equipment and automatic binding and mailing operations. Service for the expanded needs of the company and its printing customers is assured by investment in 1966 of more than a half million dollars in new equipment.



## The Financial Post Corporation Service

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The Financial Post Corporation Service provides investment organizations and individual investors with a continuing information service on Canadian companies whose securities are actively traded on listed and unlisted markets. On a subscription basis, it supplies reviews in card form which thoroughly cover the past record and present position of each company. The cards give details on the company's securities, earnings, dividends, price range, etc., including a complete seven-year

comparison of earnings statements and balance sheets and a five-year quick reference summary. Concise information on smaller mining and oil companies in the development stage is provided in booklet form with periodic supplements. The main reviews are supplemented and kept up to date by a prompt news service, issued daily if necessary. Also included is a complete Dividend Service giving weekly record of dividend declarations by Canadian companies, all in card form for easy filing.

## The Canadian Press Clipping Service

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The Canadian Press Clipping Service, the largest such service in Canada, is a division of the company.

The function of CPCS is to read, on behalf of many clients, all publications in Canada, some 2,076 in all in both the French and English languages. Coverage includes all daily, weekly and week-end newspapers, all trade publications and magazines.

Publications are read on the day of arrival and items are immediately clipped, pasted and sorted.

Clippings are mailed daily, three times per week or weekly, as required by the client.

The main users of press clippings are public relations counsel, federal and provincial governments, manufacturers, associations, authors, editors, visiting dignitaries, designers, insurance companies, advertising agencies, etc.

CPCS also has facilities for providing clippings from all parts of the world.

## Direct Mail Services

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This department makes available on a rental basis audited lists of specialized business names for direct mail purposes. The lists contain over 650,000 names in 175 categories, all set up on addressing plates. During 1965, well over 2½ million pieces of mail were processed by the department.

The department also handles reprints of editorial articles from M-H business publications. Over 500,000 such reprints were produced on client orders during the year.

## Maclean-Hunter Research Bureau

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The Maclean-Hunter Research Bureau is an authoritative source of research market data. Primarily established to serve M-H publications and branch offices, it also undertakes commercial research projects on a fee basis.

The Bureau's work is divided into two major categories:

- (1) Conducting surveys; and
- (2) Compiling statistical data.

The surveys may determine the characteristics of readers of a publication or examine markets for specific products or services. The statistical

data range from a few simple facts about a product to a major report on an entire market.

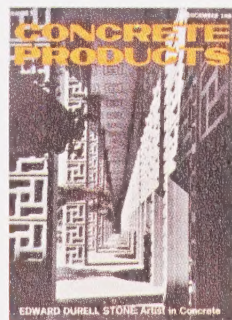
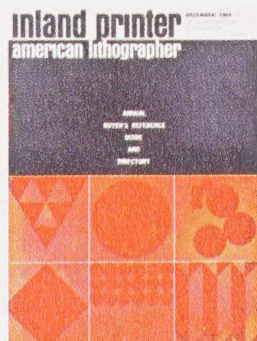
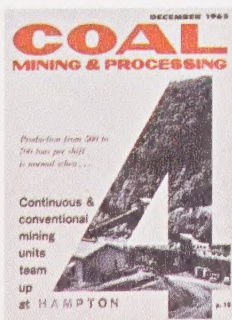
The Bureau's quarterly surveys on Consumer Buying Intentions are unique in Canada and are widely quoted. The Bureau also produces a monthly newsletter "Market Research Facts and Trends", and a semi-monthly "Advertising Workshop" bulletin, analysing the results of readership studies on business publications. Its annual "Report on Canada" charts Canada's growth and forecasts its future.



# Publications Outside Canada

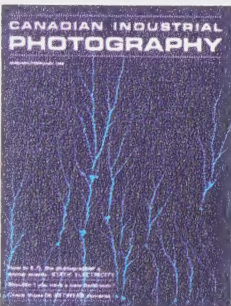
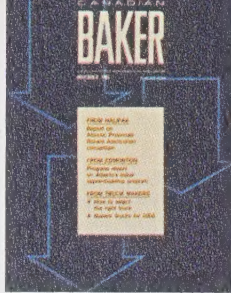
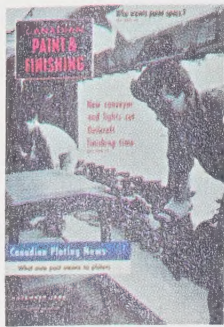
Maclean-Hunter has long had publishing interests in the United States and the United Kingdom. Recent expansion of the wholly-owned British company, Maclean-Hunter Limited, has brought it to eight business publications and two annuals. The wholly-owned United States company, Maclean-Hunter Publishing Corporation, has also expanded in recent years and now publishes five business publications. Figures of these two companies are incorporated in the consolidated statements.

The company also has a one-half interest in media rate and data services in France, Germany and Italy. Three separate companies in these countries are owned jointly by Maclean-Hunter and Standard Rate & Data Service Inc. of Skokie, Illinois. These three companies are in the developmental stage and no dividends have yet been received from them.

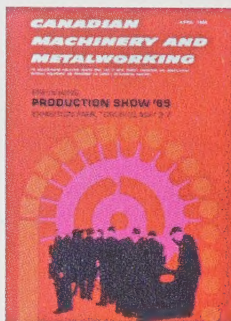
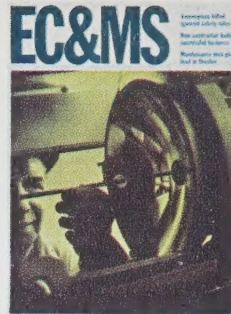
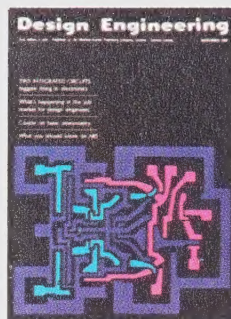




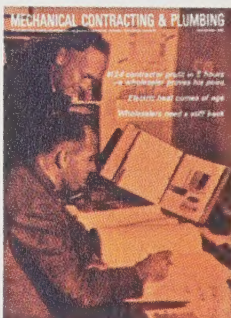
## GROUP A



## GROUP B



## GROUP C



# Canadian Business Publications

Maclean-Hunter came into being when its first "trade paper" was founded in 1887 to provide businessmen with business information which was not available in the media of that day. Business publications have continued to be a very important part of the overall operations of the company. With the growing complexities of business and the need for businessmen to keep informed if they are to maintain a strong, competitive position, the information which these publications provide is more vital than ever. As the country grows and industries become larger,

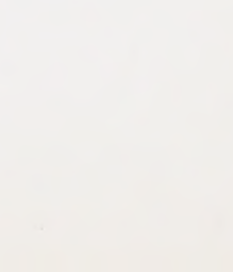
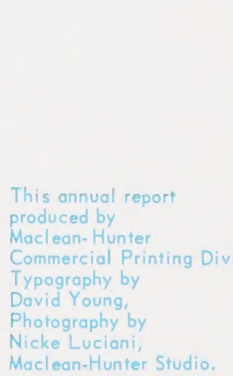
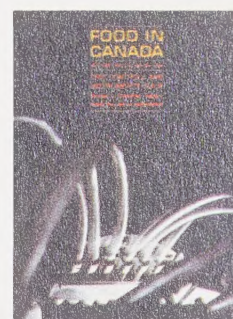
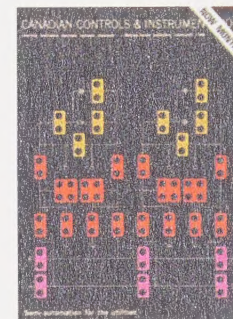
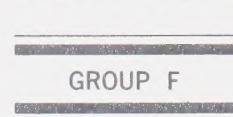
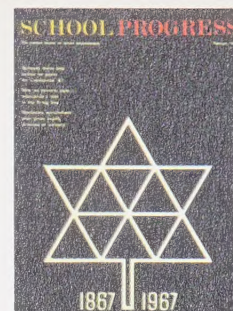
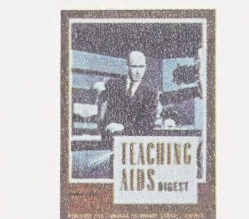
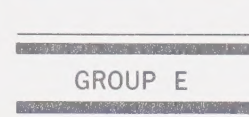
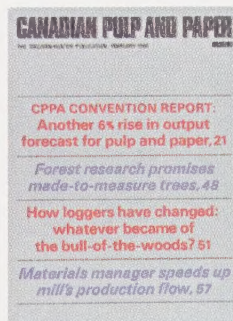
the need for up-to-date information will make the role of the business paper of increasing importance.

The company studies new trends in business and provides specialized publications to fill new needs.

In Canada, in addition to 49 English language publications, Maclean-Hunter publishes 11 French language publications, independently edited.

This division of the company showed great growth in 1965 and improved its position as the leading publisher of business periodicals in Canada.







# Business Directories and Annuals

In many of the fields served by our business publications there is a need for information which is of a statistical or reference nature. Out of this need has risen our twenty-two directories and annuals. They are consulted frequently and over a long period of time. We are thus able to utilize the knowledge and experience of the specialized news gathering and research facilities of the publications which sponsor them to produce valuable reference material which might otherwise not be made available in convenient form.

Fraser's Canadian Trade Directory is Canada's leading purchasing directory. Its 2,000 pages contain 250,000 listings by 6,800 product classifications. It is published annually as are two smaller specialized directories.

The Financial Post publishes six reference annuals for businessmen and investors.

Survey of Markets document area-by-area characteristics of Canada's markets for consumer and industrial goods and services. Survey of Industrials, Survey of Mines and Survey of Oils provide financial data and other key information on Canada's investor-owned companies.

Survey of Investment Funds compares performance of mutual, closed-end and other equity funds, with information on portfolios, policies, fees charged, and a host of other pertinent details.

Directory of Directors lists 10,000 key executives and over 2,000 leading Canadian companies, giving titles, addresses and directorships.

